

## GUIDELINES

Are you a community organisation with a big idea or a project that needs a little more support to achieve great things?

SharkPitch aims to support 3 organisations to “pitch” their idea to a live virtual audience on Tuesday 7 September 2021 for financial and in-kind support for their program.

Expressions of interest will be sought from grass-root community organisations who are working on one of the following priority areas facing people living in the Glenelg Shire community;

- **HEALTH** - improving people’s health.
- **EDUCATION** - helping everyone achieve their potential.
- **INCOME STABILITY** - promoting financial stability and independence.

**We are currently seeking three community organisations to participate in this event.**

United Way Glenelg together with AWA Alliance Bank and Powerhouse Productions will provide;

**Pitch Coaching:** Supporting pitch coaching enabling each “pitcher” to articulate their request to better secure funding for their project.

**Marketing:**

Powerhouse Productions will work with your organisation to develop a 1-minute video of your organisation's work to share with your networks.

**Guaranteed & matched funding:** United Way Glenelg and its partner AWA Alliance Bank expect to provide guaranteed funding of at least \$8,000 per participating organisation to match pledges made by audience members at the event. This means every dollar raised for the organisation on the night up to \$8,000 will be matched.

**The event:** You will have the opportunity to participate in an event that will allow you to connect directly with a roomful of potential donors! You simply show up on the night and make your pitch.

If you are interested in participating in the Shark Pitch event you must complete our expression of interest form [www.unitedwayglenelg.com.au](http://www.unitedwayglenelg.com.au) by Wednesday 30 June 2021.

**If offered the opportunity to participate in SharkPitch you will need to identify who will pitch on behalf of your community Organisation and provide their bio and photo. This individual will be expected to participate in the pitch coaching session with a colleague (could be a board member or another staff member).**

It is highly recommended you contact United Way Glenelg to discuss your expression of interest before submitting. Contact Executive Officer Nicole Carr on 0410 513 305 or [mail@unitedwayglenelg.com.au](mailto:mail@unitedwayglenelg.com.au)

**United Way Glenelg:** Our vision is to be a leader in the Glenelg Shire, creating a community where everyone has access to opportunities, and the support they need to thrive.

**AWA Alliance Bank Background:** AWA Alliance Bank a more personalised approach to banking with branches based at Geelong, Portland and Mandurah in WA. AWA Alliance Bank is a not-about-profit business as our Members are also our owners, which allows us to channel our profits back to our Members by providing lower loan interest rates and competitive rates on deposits.

**Powerhouse Productions:** Powerhouse Productions specialises in television commercials, broadcast and corporate video production.

## WHO CAN APPLY?

1. Have an ABN
2. Be incorporated or auspiced by an **eligible** incorporated organisation;
3. Be a Not-for-Profit organisation providing opportunities for local people.
4. Have completed an Evaluation Report for any previous funding received from United Way Glenelg. Failure to do so automatically makes your organisation ineligible;
5. Be operational in the Glenelg Shire.
- 6.

## WHAT UNITED WAY WILL NOT FUND

1. Anything illegal or ethically questionable that may reflect badly on United Way Glenelg or AWA Alliance Bank, Powerhouse Productions donors and supporters;
2. Funds for investment or organisational reserves;
3. Religious activity – United Way Glenelg accepts that many of the community partners are religious groups who must remain true to their mission and beliefs HOWEVER the projects should not be specifically religious as this is not the intent of the donation to United Way Glenelg from the original donor;
4. Annual salary and day to day administration costs;
5. Individuals;
6. For-profit organisations;
7. Groups who are primarily political;
8. Projects that don't improve health and wellbeing of the community;
9. Projects that have already commenced; or
10. Projects outside of the Glenelg Shire

## ALLOCATIONS TIMELINE (MAY BE SUBJECT TO CHANGE)

Community Partner Funding Applications Open:.....Now  
Community Partner Funding Applications Close: .....Wednesday 30 June 2021  
Notification of EOI outcome: .....Wednesday 7 July 2021  
Pitch Training:.....Friday 6 August TBC  
Live event:.....Tuesday 7 September 2021

## EVALUATION REPORTING REQUIREMENTS

All successful EOI must complete the United Way Glenelg Evaluation Report after funds spent. The evaluation must be received BEFORE THE DUE DATE set by United Way Glenelg. If an extension is required, please contact United Way Glenelg, Executive Officer Nicole Carr on 0410 513 305 or [mail@unitedwayglenelg.com.au](mailto:mail@unitedwayglenelg.com.au).

Successful community organisations must undertake to credit United Way Glenelg and AWA Alliance Bank and Powerhouse Productions in all reports, media releases, launches and any other communication relating to the successful program. Materials, including logos, will be made available for this purpose. The Evaluation Report requires evidence of this in the form of newspaper articles, media release, flyers or promotional material.

2019 Philanthropy Shark Tank

The Evaluation Reporting template will be provided by United Way Glenelg.

Completed Evaluation Reports to be sent to:

Nicole Carr  
United Way Glenelg  
PO Box 1032  
23-25 Kunara Crescent  
PORTLAND 3305  
[mail@unitedwayglenelg.com.au](mailto:mail@unitedwayglenelg.com.au)

## FREQUENTLY ASKED QUESTIONS

- 1. WHEN WILL THE FUNDING BE PROVIDED?**  
All pledges on the night will go through United Way Glenelg. Monies will be directly paid into the nominated account on your EOI, after the Acknowledgement of money and acceptance of conditions form has been signed and received.
- 2. HOW MUCH IS AVAILABLE?**  
Minimum of \$8,000 per program.
- 3. WE HAVE NOT SUBMITTED OUR EVALUATION FOR FUNDS RECEIVED IN PREVIOUS YEARS, CAN WE APPLY?**  
No. Community organisations that have not reported on previous allocations will not be considered.
- 4. CAN I GET HELP WITH THE EOI?**  
Yes! United Way Glenelg Executive Officer Nicole Carr will be more than happy to help. [mail@unitedwayglenelg.com.au](mailto:mail@unitedwayglenelg.com.au) or phone 0410 513 305.
- 5. HOW ORGANISATIONS ARE SELECTED TO PITCH:**
  - All expressions of interests are sent to a panel independent of United Way Glenelg. The panel will give United Way Glenelg their recommendations.
  - The project must address an identified gap or need in the Glenelg Shire community.
  - The pitch must be clear, concise and compelling.
- 6. EOI HAVE CLOSED AND I WOULD LIKE TO CHANGE SOMETHING ON OUR FORM CAN I DO THIS?**  
Please contact United Way Glenelg to discuss the nature of the change.